

Recruiting Team Members – Sample Communications

TO: Co-workers

SUBJECT: Join the [Insert Company Name] WalkAbout Team

We want you to join our team! Every year, AI Sigl Community of Agencies supports over 55,000 children and adults with special needs right here in Rochester. I am organizing a [Insert Company Name] team to participate in the 28th Annual AI Sigl Community WalkAbout to help raise funds for these incredible organizations.

I am so excited about this event and want to make sure we have as big a team as possible. Bring as many people as you want – and dress up in your favorite costume. The important thing is to be there!

I am organizing the team because I want: {Share your #WhyIWalkAbout}

Some examples:

To honor the care that a loved one has received from an AI Sigl Member Agency.

To help create a more inclusive community.

To help my children understand the importance of community service at an event where they can have fun.

What do team members do?

- Register to participate
- Raise awareness and donations (our fundraising goal is for each team member to raise at least \$XXX) and
- Have a great time with family and friends!

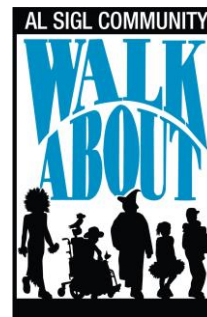
To join our team, go to [insert the URL link to your team's Crowdrise page]. Click "Pledge" and follow the prompts, selecting "Join a Team" during the registration process. Once you've registered we'll share great ideas and tips on fundraising to maximize your potential.

This is a free Halloween-themed event with breakfast and plenty of family-friendly activities for all to enjoy. If you cannot attend, please consider making a contribution on my fundraising page: [Insert Link to personal page]

Please share this email and invite your friends to join the fun as we walk and roll together. Thanks for helping to support this event that helps so many here in our community!

Sincerely,

[Your Name]



Team Member Motivation –Sample Communication

TO: Team Members

SUBJECT: E-mail Can Earn You Great Prizes

Hello everyone and thank you for your support of this year's AI Sigl Community WalkAbout. We thought we would introduce some friendly competition this year to spice up our fundraising with a contest for employees who raise the most dollars online. The employee that raises the most money on their personal Crowdrise page beginning <date> and ending <date> will win <prize, usually \$25 or more value>.

Good luck to all and thank you for raising funds to support children and adults with special needs and disabilities in our community!

Sample Emails for Walkers

TO: Friends and Family

SUBJECT: 2017 AI Sigl Community WalkAbout

Dear [Name],

AI Sigl's Member Agencies serve over 55,000 children and adults with disabilities and special needs in our community. I can't imagine the impact that no longer being able to receive necessary and life changing services would have on their lives, and that's why I'm participating in the AI Sigl Community WalkAbout at Eastview Mall on Sunday, October 29th – to ensure that everyone in our community who needs these services will continue to be able to receive them.

Will you please consider supporting me by donating \$XX to my fundraising page [LINK]?

Thank you for helping me provide opportunity for children and adults of all abilities.

Sincerely,

[Your Name]

